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# Marketing Activities

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## THIS MEAT SHORTAGE

By C. L. Harlan

Bureau of Agricultural Economics

We've been reading quite a bit about a meat shortage lately. Some of us have even heard the butcher say, with a resigned shrug of his shoulders, "Yes, we have no salami--nor sirloin nor pork chops nor any other kind of meat. But we have some nice sharp cheese."

It's a little puzzling, this meat shortage. Here the Department of Agriculture has been telling us about the high level of livestock production and the high rate of livestock slaughter, then--bingo--a shortage. How about it?

The answer really hinges on the definition of that word "shortage." It's a little hard to explain in technical language that we can have a "shortage" and "plenty" at one and the same time; but we can, depending on the way we look at it. To make this seeming paradox simple, suppose we go on a picnic Saturday. You are to bring the watermelon.

Thinking about your contribution to the picnic, you say to yourself, "Tom and Mary and Sue don't eat watermelon--two ought to be enough. That's more than we ever take to a picnic, but I don't want any watermelon shortage."

Saturday dawns clear and bright, the picnic goes along merrily as picnics generally do, and then trouble develops in the commissary department. Tom and Mary and Sue suddenly decide they want some watermelon. And as if that weren't a complication, some kids from across the park wander over and look around hungrily, and they end up by being served too.

Here you started out with two watermelons--what our agricultural experts would call "above-average supplies" or "ample supplies." But Tom and Mary and Sue and those extra children all wanted watermelon--the experts would call this "increased demand"--and that was all that was needed to create a watermelon "shortage."

### There's Plenty of Meat--Or Is There?

That's just about the way the meat situation shapes up. The slaughter of livestock in July, in terms of dressed weight, exceeded that of any other July on record. Hog slaughter was considerably above any other July and cattle slaughter was only a little smaller than in July 1941--which was one of the largest on record. Compared with previous years, then, meat supplies in July were "above average"--even "ample."

But every Tom and Mary and Sue in the country was eating meat. They had jobs and consequently had money to spend for food. Besides, meat

wasn't very expensive, relatively speaking. The ceiling prices of the Office of Price Administration took care of that. As a result of the general situation, meat moved into consumption quickly, and retailers, wholesalers, and packers' branch houses were left with less than average operating stocks.

While increased domestic demand for meat is undoubtedly the chief cause for the shortage, there are other factors that shouldn't be overlooked. All of those brothers, uncles, and cousins who have been going into the armed forces eat meat--quite a bit more than civilians. In addition, large stocks of meat are maintained for the armed forces at all times. This reduces the quantity available to civilians.

Don't forget, either, that we are sending enormous quantities of meat--mainly pork--to our allies. From March 15, 1941, through June 30, 1942, the Department of Agriculture purchased 1,323,000,000 pounds of meat, primarily for Lend-Lease shipment. That quantity is equal to about 10 pounds of meat for each man, woman, and child in the United States.

Thus far, the meat shortage has been more acute in some areas than in others. Boston and Philadelphia, for example, have been feeling a real pinch recently. Why they are may be almost entirely due to the fact that their price ceilings are somewhat lower than those in many other areas. The meat packers, naturally enough, send their meat kiting right through the low-price ceiling cities and on to the places where they can get a higher price.

That brings up an important point: There would be no meat shortage if the price ceilings were removed. Increased demand would raise the price of meat to such a high level that many consumers would shift to other foods for their protein--to beans and peas, for example. Since the price ceilings won't be removed--and that probably wouldn't be a good move anyway--the meat situation will undoubtedly continue to be a catch-as-catch-can proposition.

It looks now as if there would be no "shortage" of meat for the next 12 months; that is, no shortage of physical volume. But during that time there will be a "shortage" in relation to demand. More people will be asking their butchers for meat, at ceiling prices, than will be available.

--V--

Private Humphrey L. Jones of Sheppard Field, deep in the heart of Texas, raised a crop of potatoes on 150 North Dakota acres just before he joined the Army. He dug, sorted, and packed them in his own burlap bags for shipping. Then came a frost and he had to re-sort the whole crop. He hoped he had seen the last of those potatoes. One of Private Jones' first assignments in the Army was kitchen police. The sergeant gave him a knife and showed him many, many sacks of spuds. You guessed it the first time. His own spuds.



AMA MARKET NEWS, GRADING SERVICE  
STARTED AT NEW YORK POULTRY MARKET

Under a cooperative agreement, Federal-State market news and grading services are now being operated at New York's new \$550,000 Live Poultry Terminal. The market news and grading services, which started August 3, are being operated jointly by the Agricultural Marketing Administration, the New York State Bureau of Markets, and the New York City Department of Markets.

Through a Federal-State agreement, a Federal-State market reporter covers market trends and prices through actual sales based on Government grades of poultry. His reports are widely distributed to poultry dealers and producers throughout the United States through the AMA's leased wire services and terminal offices.

Under the agreement, all poultry is sold at the terminal on the basis of U. S. grades. Dealers and employees of dealers grade the poultry, but a Federal-State grader acts as a review grader and in cases of dispute has authority to make final determination of the grades, or to examine any live poultry offered for sale which he does not believe to be properly graded. Fees are charged for grading services performed by the Federal-State grader.

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FARM PRODUCT PRICES UP  
3 POINTS IN MID-JULY

The general level of prices received by farmers rose 3 points during the month ended July 15 to 154 percent of the pre-World War I level and the highest level reported since May 1928. The index of prices paid, interest, and taxes was unchanged at 152. Consequently, the index of prices received by farmers in mid-July was 101 percent of parity. The meat animal, cotton and cottonseed, and truck crop groups, which were already above parity in mid-June, continued to advance to July 15. All other major groups remained below parity levels, although prices of dairy and poultry products climbed closer to parity.

--V--

FARM WAGE RATES ARE  
HIGHEST IN 22 YEARS

Farm wage rates on July 1 were highest in 22 years. Farmers were paying hired help more than double 1910-14 average wages, and, at 202, the index was 42 points above that of July 1, 1941.

Farm wage rates have shown an upward trend since January 1, 1940, with marked increases in 1941 and thus far in 1942.

## WICKARD ANNOUNCES 3-POINT PROGRAM ON MEAT SITUATION

Secretary of Agriculture Claude R. Wickard recently announced a 3-point program designed to help alleviate the existing meat situation.

1. The maximum prices the Agricultural Marketing Administration will pay for most meat products being purchased for Lend-Lease account have been revised downward below the ceilings set for Government purchases by the Office of Price Administration.

2. In connection with the same purchases, adjustments in price differentials in different areas have been made to bring prices more nearly in line with the actual cost to packers in different areas.

3. Plans are being formulated whereby packers facing the necessity of suspending operations may continue to operate by entering into a processing agreement with the Department of Agriculture under which the greater part of their output will be taken for Government account.

In connection with the program, Secretary Wickard stated that in all probability Agricultural Marketing Administration purchases of meat for Lend-Lease will be reduced somewhat during the next few weeks. Slaughter during this period is normally low.

"The revision in prices," Secretary Wickard said, "will assist in bringing about a better adjustment in prices paid for Lend-Lease purchases and prices prevailing in the domestic trade. We have been supplying substantial quantities of meat to the United Nations and must continue to do so. However, shipments for a brief period ahead can be reduced somewhat, thus making a larger quantity available for domestic consumption."

--V--

## USDA FARM PRODUCT PURCHASES NOW NEAR 1.5 BILLION DOLLARS

Since March 15, 1941, when the Agricultural Marketing Administration started its expanded buying program, purchases through June 30, 1942, have totaled \$1,396,182,224. For June, they amounted to exactly \$161,449,248, an average of more than \$5,000,000 daily.

In June, as in previous months, dairy products and eggs and meat products led, both in volume and cost, the list of commodities bought. Particularly heavy purchases were made of canned and cured pork meat, lard, frozen pork loins, cheese, dry skim milk, evaporated milk, dried eggs, cornstarch, white flour, biscuits (hardbread), canned fish, salad oil, baled cotton, and tobacco.



## WOOL GRADING GOES WEST

. . . . . By Jim Roe

Big Jim Lafferty is smiling. Wool grading for producers at the point they sell their crop is here at last -- and Big Jim, together with a lot of other folks, thinks it is here to stay.

Big Jim can give the best explanation of what grading means to wool producers. He has been explaining it many times lately and has his story down pat.

"I have one of the best flocks of Rambouillets in Montana -- there's none better between Billings and the Saskatchewan line," he begins. "I've worked like the very dickens to make each of those sheep a good one.

"But here's what's been happening. I bring in my wool clip and get 35 cents a pound for it. That's all right. But this fellow from over on the Little Big Horn brings in his shorter staple, taggy stuff, and gets the same price. It doesn't make sense.

"This Montana wool has never been graded until it gets to Boston, and then we've never known what grade it has made. With grading being done right out here in the wool country, fellows like myself, who take care of their flocks, will get more for their good wool. The boys who bring in the short, taggy clips will get less. That's the way it ought to be."

Nobody knew it, but wool grading for producers -- at the point they sold their wool -- was really on the way when the Government and the industry took a startled look around and saw that there wasn't enough burlap to use in shipping wool to the East. Then, on top of everything, complications set in. These came in the form of transportation and warehouse shortages.

It takes a lot of freight cars, trucks, and barges -- and a lot of floor space in storage warehouses -- to handle the nearly 400 million pounds of shorn wool that's hi-jacked off the backs of wriggling sheep each year. Almost all that wool goes to the East, with Boston alone receiving some 210 million pounds. Loading 30,000 pounds to the car, and highballing those cars in from Texas, Arizona, Oregon, Washington, Montana, and the States between, it all adds up to a tidy number of millions of railroad car miles. And for each 300 or so pounds of wool, it takes a burlap sack a little bigger than a pup tent.

What to do? Those freight cars, trucks, and barges were all slated to be crowded like a commuters' train at 6 o'clock. And the FBI itself would throw up its hands in despair if it were told to go out and dig up all that burlap.



The answer, someone suggested, might be baling. Why not squeeze that wool together a little more tightly? Instead of having a grinning ranch hand get in the 7½-foot bags and tramp the wool down, why not get a baling machine and let a metal ram do the tramping job? That would help out on the space problem, and if those bales were fastened with wire -- just like hay and cotton -- who would mourn the loss of the clumsy, expensive burlap sacks?

It looked like a good idea. There had been a small amount of baling done successfully and all foreign wool had come in bales for a long time, so the Agricultural Marketing Administration decided it would look into the matter. The question of where to get the balers was easy. The South had too many cotton balers. It was discovered, in fact, that there were about 1,400 cotton presses idle. AMA bought three of those presses in Waco, Tex., in May, and had them set up and ready to go by the first of July. One was installed at Denver, one at Portland, Oreg., and the third, to Jim Lafferty's delight, at Billings. All three were installed in warehouses where wool could be graded and tagged before being baled. Several private presses were installed at other points later, so there are five or six going full blast this summer. Among them, they will probably bale between three and four million pounds of wool this season.

That's a drop in the bucket as far as total wool production goes, but it holds a promise of surprising you next year, when the real pinch in burlap and transportation is expected. How many of those idle cotton presses will see new homes is anybody's guess, but those already in operation take a lot of the other guesswork out of wool marketing, as well as make respectable savings in costs, space, and wrappings.

Let's look at the space and burlap angle first, because that's what started the whole thing. The bales have to be wrapped in some way, but a whole list of makeshifts are being tried. Scrap burlap, light-weight burlap, heavy paper, cardboard, and plywood have all answered the call, and no one as yet has any definite answer as to which is best. To bring the wool into the concentration point where the baler is located, some ranchmen are tying the wool in oversize "laundry bundles," or sheets of burlap. They simply lay down a sheet of old burlap (strips or sacks sewn together) and pile on 150 to 200 pounds of wool. Then they pick up each corner, fold it over and tie, and it's ready to go. When it gets to the grader and baler, they simply dump out the wool, then fold up the burlap sheet and take it back home to use next trip.

It takes a third fewer freight cars to haul baled wool, for where 30,000 pounds in bags was about all that could be squeezed in a car, 50,000 pounds in bales can be piled in that same 40-foot car. The answer will be the same when it comes to warehouse space, too. Size of the bales is another unanswered question, along with the problem of how tightly the wool should be squeezed. Agricultural experiment stations are looking for the answer, but in the meantime the cotton bale size is being used. This makes a bale 54x36x27 inches, which holds 500 to 600 pounds of wool. A



density in the bale of about 19 pounds per cubic foot seems to fill the bill.

That's all very nice, you say, but how about the little item of cost? Couldn't that ranch hand do the tramping a little more cheaply than the baler?

No two balers have reported costs which are just alike, but all agree on one thing: It's cheaper. One baler with a four-man crew can put out more bales in an hour than that same crew could put out bags. And each bale has nearly twice as much wool in it as does a bag. Figure it this way: Those four men operating a baler can turn out about eight 500-lb. bales an hour. That's 4,000 pounds of wool. If those same four men turned out eight bags an hour -- and they'd have to hustle pretty fast to do it -- each bag would weigh only about 325 pounds, for a total of 2,600 pounds.

How do freight costs compare? Freight rates are a bit jumbled at the moment, but even now there is a saving of 35 cents a hundred pounds in shipping wool from Montana to the East in bales, under what it costs in bags. Wool producers on the West coast are paying a rate of \$2.40 a hundred in bags, and are asking the railroads for a rate of \$1.50 a hundred for wool in bales. There's a two-way saving on that freight and handling charge, too. Ordinary shipments move to the East and are unloaded, graded, and tagged, then reshipped to the mills to be processed. By shipping the graded, tagged wool direct from the West, there's only one freight bill to be paid, and those extra handling charges are avoided.

But the biggest benefit of all -- the bonus -- is still to come. Remember what Big Jim says? He gets the same price for his good wool as the man over on the Little Big Horn gets for his poor. He doesn't sell his wool on grade -- just lumps it off to a buyer at an average price. Grades of wool? That's foreign language to most wool producers -- and to some wool buyers, too, as far as that goes. Here's the way it works. When a buyer comes into a community and buys a clip or two of wool, the price paid for those clips usually becomes the average price he pays for all the wool in that section -- good, bad, or five percent tags. The wool isn't graded until it arrives in the East, so the buyer has to pay more for some wool than it is worth, and, to balance this, has to buy some wool at less than its true value.

This whole procedure leaves the producer in the dark. He never knows what his wool is really worth. As long as he gets the same price anyway, there is little incentive for him to try very hard to produce a high grade of wool, or even to know which is best. A classic example of this lack of knowledge was a Texas rancher who wanted to buy some sheep of a breed which produced the highest grade wool. A sharpster sold him a flock of Caracul sheep, and told him that was the breed he wanted. It wasn't until after the money had changed hands -- and the seller had changed addresses -- that the buyer discovered the wool from



adult Caracul sheep is, without argument, probably the very lowest in quality for apparel purposes!

They'll never catch Big Jim that way. Or anyone else who has ever seen his wool graded.

Suppose you're a ranchman. You clip from 3,000 head each year. You have been selling for the average price. You haven't paid much attention to the flock -- just let it get along by itself for the last few years. You start selling on grade at a concentration point where the wool is graded and baled. You get a lower price than you used to, for the wool from your flock is graded as a short staple wool.

Does that make you mad? You bet it does. You go right home and start culling that flock, and take a pretty close look at the type of ram you're using. That wool grade was one of the best indications you could receive to tell you are letting your flock slip. A little careful selection of ewes, perhaps a new ram, too, and the results will be wool clips that will grade as combing wool. The price is 5 cents a pound more than clothing wool. Only a poor producer likes to sell at an average price. And many a producer of poor wool isn't aware of the fact that his wool is poor.

Or perhaps you are a Corn Belt farmer. You keep a farm flock to utilize what would otherwise be waste food. You take pretty good care of that flock, and the wool is always long, fine, and clean. You crotch your ewes every year, to help keep the fleece free of tags. You've been selling at an average price, too. You discover you can get 2 cents a pound premium on your wool by selling on grade, because of its freedom from tags. Are you in favor of selling by grade? Figure it out yourself -- 50 fleeces, 10 pounds apiece, 2 cents a pound premium for quality -- it'll buy the wife that new dress ....

How about it? Will baling last? Does it pay to put in balers at most every concentration point? Those are questions which will have more definite answers in the near future. AMA figures it will cost about \$1,500 to buy, transport, and install a second-hand baler; that it should pay if the volume of wool handled reaches 300,000 to 400,000 pounds a year. Those figures will vary, of course, and should be taken as estimates only. The end result is that wools will be concentrated in the West, where the growers can observe at first hand the grading operations. They can learn something of grade, quality, and shrinkage. They can learn how to market their wool to a better advantage. As Big Jim Lafferty reflects: "The system came late, but as far as I'm concerned it's going to stay a long while!"

--V--

The 630,000 pounds of steel used last year in manicure scissors would make over two hundred 75-millimeter guns.



## A DOLLARS' WORTH OF HEALTH FOR A PENNY

. . . . By Catherine M. Viehmann

Next month Jane and Johnny will start another year's school work. But it won't be any fun for either of them. Jane, for 9 long months, will be well down toward the bottom of the class. Poor Johnny's marks will always be teetering perilously between "Failure" and "Passing." Their classmates, with the unconscious cruelty of children, will sum it all up in a sentence, "Jane and Johnny are dumbbells."

But that isn't true; Jane and Johnny aren't really stupid. They only appear so because they are undernourished. They are among the surprisingly large number of children who get none of that almost perfect food--milk. Yes, they have tasted it, because once--the day their class went on a short excursion to the New York World's Fair--they saw for the first time some cows being milked and later had a tall, cool drink of that same milk. But that was only once and it was quite a while ago.

### The Government Steps In

To make it possible for Jane and Johnny and millions of other girls and boys to get at least part of the milk they need for sound bodies, and at the same time to widen the dairy farmers' market for fluid milk, the Department of Agriculture started the School Milk program--popularly called the Penny Milk program.

Farmers have been encouraged to produce milk in increasing volume to meet wartime production goals. Large quantities of it are needed for processing into cheese and into dried skim, evaporated, and condensed milk--all of which can be conveniently packed, stored, and shipped. But farmers do not receive as high prices for milk that is sold for processing as they do for fluid milk; therefore, they cannot afford to produce milk unless a large part of it is sold as Class I or fresh drinking milk.

Thus the Department is helping the farmer tap a huge potential market by means of the School Milk program. Under this program, the Agricultural Marketing Administration will sign an agreement with a sponsor--school authority, Parent-Teacher Association, civic club, or other responsible agency. The AMA agrees to pay the farmer's price for Class I unprocessed milk. The sponsor agrees to pay all handling costs, such as pasteurizing, bottling, and delivery charges. The sponsor also agrees to make necessary arrangements for obtaining the milk through a local distributor, and for providing the limited facilities needed for serving it. To help defray handling costs, the sponsor may charge each child not more than a penny a glass. If some children cannot pay the penny, the sponsor is expected to provide them with milk without charge.

Distributors also benefit by the program. A few doubting Thomases did not believe that deliveries to schools would increase their sales.



sales. They argued that their deliveries to homes would be cut by the quantities of milk consumed by children in school. Some reported later that the milk-drinking habit acquired at school is carried by the children into the home. As a result, the volume of business of distributors has increased by orders from new customers and by additional orders from old patrons.

The School Milk program was started in an experimental way in 1940, first in Chicago and then in New York City. By the end of May 1942, nearly 100 communities, mostly large cities, were participating, and about 720,000 children were drinking a half-pint bottle of milk at school each day. Although there is still need for the program in large cities, further expansion during the next school year will be limited primarily to rural and urban areas not exceeding 10,000 population. This limit has been decided upon in order to secure the widest possible coverage and to distribute more equitably available funds among regions and States.

Because milk is rich in minerals, vitamins, and other food values, its increased use ties in with our determined drive toward greater national strength through health. By providing a glass of milk at least 5 days a week to Jane and Johnny and thousands of other undernourished children, the program is helping to build a healthier future generation. By broadening the market for fluid milk, the program is helping the present generation of dairy farmers to maintain a better standard of living.

Those milk pennies are paying an enormous dividend.

--V--

#### HOME CANNING SHOWS INCREASE THIS YEAR

American homemakers--21 million strong--are rallying to create an extra stockpile of home-canned food in 1942. On the basis of answers to canning questionnaires, sent out recently by the Bureau of Home Economics to representative families the country over, it looks as if home canners might put up a grand total of 3,887,000,000 jars of food at home.

Farm families will can an average of 243 jars, the survey indicates. Rural families not farming will put up enough to average 184 jars per family. And city families will can enough to average 41 jars per family.

"It is to be expected," points out Dr. Louise Stanley, chief of the Bureau of Home Economics, "that farm families will do more of the canning. They are nearer the source of supply for most foods and they are able to can fruits and vegetables at their prime--when flavor is best and food value at its peak."

This extra food will allow more of the commercially canned products to go to the men at the front and to our allies.



## ARE WHOLESALE MARKET QUOTATIONS ADEQUATE?

. . . . . L. M. Davis

A custom of long standing in the marketing of dairy and poultry products is the use of terminal market wholesale quotations as a basis for buying and selling transactions. Directly or indirectly, prices of most of the Nation's butter and eggs that move in commercial channels are related to quotations at New York, Chicago, or one of the Pacific coast markets. This practice was started years ago when there was extensive wholesale trading in the larger markets, and before many of the present-day marketing methods were in existence. It has continued despite the fact that wholesale trading has been reduced in volume and that new marketing methods have been introduced.

Adjustments in the uses made of wholesale quotations have been made from time to time, but so many changes have occurred that questions keep popping up as to the practicability of the present system. One question frequently heard is this: "How can market quotations possibly be accurate, if receivers are able to pay premiums over such quotations to shippers?" Another is this: "How do we know that quotations aren't being controlled by special interests, since they are based upon such a relatively small amount of the total turnover in our large markets?"

Criticism of wholesale quotations probably stems also from a misunderstanding on the part of some as to what the quotations really are; that is, the type of transaction they represent. Some have the idea that quoted prices represent what the shipper receives f.o.b. market. Others think the quotations cover first-hand sales in the market, but they are uncertain whether prices vary with the size of sale, type of package, etc.

### How It All Began

If wholesale quotations are believed to have serious limitations, the question may well be asked: "Why are they so firmly entrenched as a part of our marketing process?" That can be answered by referring to certain basic industry conditions, and to marketing practices of the past.

First of all, take dairy and poultry production. Milk and eggs are produced every day in the year, and in one form or another move in a steady stream to consuming markets. These products of the farm are "harvested" continuously, not once a year like wheat or cotton or tobacco. Furthermore, they are perishable and must be marketed promptly. Unless there is capital to finance a storage operation, they have to be sold immediately at current values, regardless of what the market prospect may be next week or next month.

In former years, when butter and eggs were shipped to market on consignment for sale on a commission basis, receivers deducted their commission charges from sales made and returned the balance to shippers.



That type of business eventually was replaced by other methods, principally contractual arrangements between shippers and receivers, whereby the wholesale market quotation was used as a settlement basis. This proved to be a convenient arrangement, for, since continuous daily production and frequent marketing are basic conditions, it would have been time consuming and expensive for a shipper to write, telegraph, or telephone to a receiver each time a shipment was ready to move.

When wholesale quotations first began to be used there was very little direct buying in the country by large retail distributors, such as is the case today, and direct marketing by cooperatives was not the important factor it now is. Of course, even at that time, not all terminal market receipts moved in wholesale channels, for there were some shipments to jobbers, restaurants, etc., which involved transactions outside of the category of wholesale business. But so far as volume was concerned, there was a sufficient amount to adequately report wholesale prices.

Wholesale trading involved sizable volume per sale, information could be obtained from relatively few sources, and, compared with jobbing and retailing transactions, there was more likelihood of buyer and seller being well informed as to quality standards.

Thus, wholesale market price quotations grew up with the dairy and poultry industry. Producers, shippers, wholesalers, jobbers, and retailers have become accustomed to them. That is why, regardless of any limitations they now may have, they are still part of our marketing process. And there are plenty of people who would like to see them remain a part of it.

#### Will Wholesale Trading Increase?

For the sake of argument, let it be assumed that the base price system is a practical method of operation. Can it be expected that wholesale trading on the spot call of exchanges, or on the street, will increase? There is little in the present picture to indicate this. The opposite is, in fact, the trend. Nevertheless, many arguments are advanced as to the practicability of the base price system, and it has been emphasized recently on cheese as a result of Government buying on the Wisconsin Cheese Exchange at Plymouth. For many years, the prices of cheese established as a result of trading on that Exchange have been used as a basis for payments to factories, payments to producers for milk supplied factories, and as a basis for cheese dealers' selling prices. Before Government buying began on the Exchange, there was some prospect that the Exchange would discontinue operations, as commercial business had dwindled to practically nothing. Had the Exchange discontinued operations, some entirely new system would have had to be developed for determining prices to factories, selling prices of cheese, and even prices of surplus in certain fluid milk areas which used the Plymouth price in part in calculating producers' prices. The increase in Exchange trading, due principally to Government buying, has afforded considerable



volume upon which prices could be established, and has created more confidence in the so-called Plymouth price than formerly existed.

Those who support the idea of base prices point out that if a base price is practical for cheese, it follows that the plan should also apply to butter and eggs. This much appears certain -- wholesale trading in butter and eggs will not increase unless that type of business represents a more attractive outlet in terminal markets than other outlets. It cannot be expected that beyond a limited degree, receivers will sell on exchanges or in wholesale channels on the street except at a profit, and with keen buying competition in the country offering premiums over wholesale prices to shippers, the outlook appears to be for less rather than more wholesale trading. But unless open wholesale trading increases, either on the exchanges or on the street, the continued use of wholesale quotations as base prices is an open question.

If some different type of market price information eventually becomes desirable, the first problem will be to get wide industry acceptance. There is always hesitancy at making changes in the customary ways of doing business, and the mere release of some new type of price information would not mean that it would be immediately adopted, nor that the use of wholesale quotations would be discontinued, even though based on a thin volume of trading. No price will become a base price until it is used as a base.

#### F.O.B. Prices Have Merit

In the event of a change, consideration of f.o.b. buying prices merits consideration. Use of this information, however, in a manner similar to that now being made of wholesale selling quotations would require certain adjustments in trading practices. The reporting of f.o.b. prices, if it included all market arrivals, would mean relatively wide price ranges for individual grades, and probably an overlapping of prices of different grades. As difficult as it might be to use such information in somewhat the same fashion as present wholesale prices are used, there would be the advantage that the information would fully represent to shippers and receivers just what the buying price situation was at a given time.

Discussion of this whole problem would not be complete if confined solely to the plan of base prices. As a matter of fact, why should shippers and receivers rely as they do at present upon a market quotation to determine the price at which goods shall be bought or sold, rather than exercise their own judgment with respect to asking or offering prices? Each day in terminal markets there are considerable quantities of butter and eggs sold without the exact price being known at the time of sale. Actual prices on these sales are contingent upon the "market," whatever that may happen to be, and by "market" is meant some agreed wholesale quotation that will be published later in the day. A handler of large volumes of butter or eggs should have some definite idea of the values of the products he handles; he shouldn't wait for a price reporting agency to



establish prices for him -- for that is about what the use of base prices amounts to. Why shouldn't a receiver sell or hold at definite prices -- prices that were established in his mind on the basis of known market supply and demand conditions, and which would be higher, lower, or unchanged from previous asking prices, depending upon his own judgment of what the actual market situation was at the moment?

Were such a system of buying and selling in vogue, a market dealer would start off each day with a full knowledge of the previous day's happenings, -- i. e., total market receipts, storage movements, prices, etc., -- and would proceed to do business immediately at a price, rather than at some agreed relationship to a quotation not yet established, but which would be used regardless of whether it coincided with the seller's opinion of current value or not.

Information forming the basis of present wholesale quotations is made available through the voluntary cooperation of the trade in furnishing information to market reporters, as would also new types of price information referred to above. In contrast to this, the fixing of prices by some governmental agency would be another means of price determination. This could be done by Government buying or selling, or by other means. In effect, cheese prices are now established by the Government through the Lend-Lease purchase program of buying on the Wisconsin Cheese Exchange and through the plan of offers and acceptances.

#### Market Reports Must be Accurate

Regardless of the way prices are established, the prices must be reported as accurately as possible. It is believed that Government market reports are reasonably accurate, considering the field they cover and the speed with which they must be prepared. The general acceptance of these reports by the dairy and poultry industries lends considerable support to the assumption that the reports are accurate.

Of course, the precision in price-quality relationships that price quotations suggest does not actually exist. Every butter man knows that all creameries are not paid for butter strictly according to its technical quality, and that many are being paid a 92 score price for butter which actually is no more than a 91 score product. It is also known that many market transactions take place around which there is doubt as to the ability of the product to make the technical grade under which it is sold -- which incidentally, raises the whole question as to whether a 92 score quotation represents the price of technical 92 score product, or a product which moves readily as 92 score under ordinary trading conditions. When it comes to prices consumers pay, the situation is even worse, for frequently retail prices are no measure whatsoever of the quality of butter and eggs. These prices depend upon type of store, location, services rendered, credit, and, to some extent, quality. The wholesale market is the only place where the attempt is made to measure price-quality relationships closely, and even here the job lacks precision.



beyond a certain degree, because of differences of opinion in the application of grading standards by individual dealers or graders.

The market reporter's job in attempting to report conditions as they are found is complicated. Theoretically he deals with facts, but in reality he must put an appraisal on much of the information which comes to his attention. He is hampered to some degree by trade practices of long standing which persist despite changed conditions, and there are times when he may feel that current prices are being unduly influenced by special interests rather than by supply and demand conditions. He may frown upon questionable trade practices, but his job still remains that of reporting the market as it is. He knows that markets occasionally get out of line for one reason or another, but that intermarket competition will ordinarily result in quick adjustment, due to shifting of shipments, changes in sources of supply, or other causes. Maladjustments do occur, and these are best shown up when the market is properly quoted.

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#### OFFICE OF WAR INFORMATION DISCUSSES PRICE CONTROL OF CONSUMER SERVICES

Price control of consumer services is important to everybody, the Office of War Information asserts. American people spend upwards of 5 billion dollars a year in nearly a million shops and stores on such services, and the fact that they are being brought under control will go a long way toward stabilizing the budgets of 33 million American families.

"Every time you have your shoes shined or your suit pressed or your watch fixed, you are buying a consumer service," OWI points out. "When you put your automobile in a parking lot or send your clothes to the laundry or have a roll of film developed you are getting a consumer service."

Under the terms of the Office of Price Administration's order, tradesmen cannot charge more for most consumer services than in the month of March. However, price control extends only to service rendered in connection with a commodity. That exempts work done by dentists, for example, or barbers or hairdressers.

"One of the most important types of service covered by the ceiling are repair services. As time goes on and new consumer goods vanish from the shelves, we are going to call on the repair man at more frequent intervals. Then we will be grateful that the cost of repairing automobiles, electrical appliances, furniture, luggage, and a host of other things has been stabilized," OWI says.

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Texas has the largest number of farms--approximately 418,000.



USDA ANNOUNCES MINIMUM PRICES FOR  
DRY PEAS UNDER 1942 SUPPORT PROGRAM

Under the 1942 program for the support of dry pea prices, the AMA will buy on an offer-and-acceptance basis designated types of dry peas in quantities necessary to support the market at a level of \$5.25 per hundred pounds for U. S. No. 1 grade and \$5 per hundred pounds for U. S. No. 2 grade, in bags, carlots, f.o.b. cars at country shipping points. The eight designated types are: Alaska, Bluebell, First and Best, White Canada, Alderman, Perfection, Surprise, and Thomas Laxton. Green split-peas and yellow split-peas also will be purchased under this program at prices commensurate with the extra processing involved.

The support prices for the eight designated types of dry peas are substantially above 85 percent of the "comparable price" to growers for all dry peas, if processing, handling, bagging, and other charges do not exceed approximately 75 cents per hundred pounds. "Comparable prices" for nonbasic commodities such as dry peas are equivalent to "parity prices" for basic commodities such as wheat and corn.

First offers under the 1942 price support program for dry peas were received on Wednesday, August 5, and offers will be received on the first and third Wednesday of each calendar month, through June 30, 1943.

The program provides for purchases from growers, associations of growers, their authorized agents or dealers; Federal inspection of all peas purchased, with cost to be borne by the vendors; and storage, insofar as practicable, of dry peas and split-peas bought by the AMA, in local producing area warehouses and elevators until needed for shipment to other points.

It is expected that purchases under the 1942 program will be made largely in Washington, Idaho, Oregon, Colorado, Montana, Wisconsin, and Michigan.

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CHEESE TO BE FEATURED  
AS VICTORY FOOD SPECIAL

Because of plentiful supplies, cheese will be a Victory Food Special from August 17 through August 29. The designation of cheese is made under a program for widening the distribution of commodities in abundance, in order to make the fullest, most effective use of the Nation's total wartime food supply. Assistance in marketing part of the current large supply of cheese for home consumption, is in keeping with the requests of producer groups, including the American Dairy Association. During the 2-week period, the Nation's retail stores will focus consumer attention on cheese through advertising and displays. By using more cheese, consumers can lighten the load on meat supplies.



## HIGHER PRICES -- MORE BUTTER

. . . . . By Bill Ward

Homemakers looked at their food budgets in alarm when grocers raised the price of butter a few cents a pound not so long ago. Some of them even went so far as to ask the grocer for the whys and wherefores. But all they got was this time-honored--but accurate--reply, "All I can tell you, Mrs. Smith, is this: Butter is costing me more, too."

The grocer was paying his wholesaler more for butter. The wholesaler was paying more to the creamery. And the creamery was paying more to the farmer. Back through the channels of marketing, part of that extra money Mrs. Smith paid her grocer finally got to the farmer.

The Agricultural Marketing Administration started it all on July 21, when the "support price" of butter was raised to 39 cents a pound for 92 score butter, Chicago basis--a cent and a half above the prevailing market price. To the dairy farmer this action said, "With a little higher price for butter, you will get more for your milk. So you can afford to keep milk production at high levels." To the consumer it said, "Butter will cost you a little more. But which would you rather have--higher prices now or a butter shortage later on with even higher prices?"

During the past year, production of cheese, evaporated milk, and skim milk for human food has about doubled. But butter production has fallen off--fallen off too much, with consumption of fats and oils running much higher than normal and imports cut off. And it is inevitable that more butter will be needed as the war goes on.

AMA officials emphasize that higher butter prices would come anyway this fall and winter with the normal seasonal price upswing. By anticipating the increase now and increasing the support price slightly, farmers will plan to hold or increase their herds, rather than decrease them. Consequently, more milk will be produced now than would have been otherwise.

At the same time, the prices of other dairy products were shifted--some up, some down--in order to draw milk into the dairy products most needed now--spray process skim milk powder, American cheese, butter--and away from evaporated milk and roller process powder.

The idea seems to be working.

--V--

Solid carbon dioxide, or dry ice, is used for cooling refrigerator cars in the system covered by a recent patent. It packs more chill, for its weight, than ordinary ice; evaporates as it is used up; and does not leave a wet, drippy mess behind, as ice does.

OPA ORDERS GRADING  
ON BEEF AND VEAL

All beef and veal sold at wholesale must be graded in accordance with a new regulation of the Office of Price Administration. Government grades now called Prime and Choice, are combined into the new grade "AA." The present Government grade known as Good will be stamped "A" and will cover most of the better grades of beef and veal bought by homemakers. Commercial will be stamped "B," and Utility will be stamped "C." Ceiling prices asked by beef and veal wholesalers must be related to the grades stamped on each carcass by the packers.

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USDA LISTS VEGETABLE  
DEHYDRATION PLANTS

The following list of vegetable dehydration plants has been compiled by the U. S. Department of Agriculture. Those not now in operation, but which probably will be in 60 days, are marked with an asterisk. Undoubtedly, more plants will be operating later in the fall.

California--Basic Vegetable Products Co., Vacaville; Dry Pack Corp., San Jose; C. B. Gentry & Co., Los Angeles; Puccinelli Packing Co., Turlock.

Maine--\*H. C. Baxter & Brother, Hartland; \*Maine State Packing Co., Boothbay Harbor.

New York--\*Beech Nut Packing Co., Canajoharie; Dry Pack Corp., Lyons; \*Durkee Famous Foods, Elmhurst, L. I.; Jersey Belle Food Products, New York City; Sardik Food Products Co., New York City.

Illinois--Rogers Brothers Seed Co., Chicago; Sokol & Co., Chicago.

Idaho--Rogers Brothers Seed Co., Burley and Idaho Falls; Ross Dehydrating Co., Pocatello; Simplot Dehydrating Co., Caldwell.

Louisiana--Warringer Starch Co., St. Francisville.

Washington--Washington Dehydrated Foods Co., Yakima.

Texas--Gilbert C. Wilson, Denton; Texas Chemurgic Industries, Bowie.

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In the future, the Army will purchase all fresh fluid milk in quart containers. Exceptions will be made in those cases where smaller containers had previously been purchased exclusively for Army use.



## THE AGRICULTURAL MARKETING ADMINISTRATION SUMMARIZES ITS FOOD PURCHASE PROCEDURES

. . . . . By the Marketing Reports Division, AMA

The Agricultural Marketing Administration is purchasing about 300 farm products for shipment to the United Nations--purchasing that is going on at the rate of 5 to 6 million dollars a day. Under territorial emergency programs, the AMA has also purchased over a hundred thousand tons of agricultural products for shipment to Hawaii and to Puerto Rico and other Caribbean islands. School Lunch, Penny Milk, direct distribution to public aid families account for additional millions of pounds of farm products. And AMA buys some food for the Red Cross and for the Army and Navy. All buying is done in such a way as to maintain the widest competitive market consistent with doing the job most effectively.

Because of the tremendous volumes needed by the United Nations, it is impossible to buy in small quantities and fill requirements on time. Thus, except in special cases, Lend-Lease purchases are made from cooperatives, commercial processors, and distributors. To buy and assemble small lots would be too inconvenient, too slow, and too costly. But in the case of Lend-Lease purchases as distinct from other purchases, while the individual farmer seldom sells directly to the AMA, he benefits from the greatly expanded demand while selling through his regular market channels.

### Direct Buying for Domestic Distribution

AMA does buy food directly from farmers, farmers' markets, and wholesalers for school lunches and direct distribution in many local areas that are faced with very acute distress-supply problems. Buying in these localities relieves the pressure of increased supplies--mainly of fruits and vegetables--that often result in breakdowns in marketing or in severe price dislocations. Generally, for price support purposes, the buying is done in specific areas at announced minimum prices. In the Northeast and Midwest, for example, AMA sets up an office in the area and keeps its buyers at the markets.

In certain Southern States, ordinarily deficit egg-producing areas, an oversupply of eggs developed last spring. The AMA introduced a program whereby the eggs would be bought in lots as small as 10 cases from producers, cooperatives, and dealers by designated agents of the AMA at announced prices, though its Lend-Lease purchases are only in carlot quantities. Thus, the southern producers were able to market the eggs that had been glutting their usual market channels.

For the Penny Milk program, AMA reimburses the school or sponsor group in an amount equal to the farmer's price for milk. In six large cities, milk is bought from dealers for relief clients.



AMA does not buy food for the Stamp Plan. The program is operated through retail food outlets--grocery stores, meat markets, and dairies.

### Buying Procedure

Two general buying plans are used by AMA. Most often used is the offer-and-acceptance plan, which is well adapted to large-scale buying. The other is the specified price plan. In each case the AMA activates the program by announcing purchase intentions. The announcements state the details of when and how the purchases are to be made, including period of receiving offers, minimum quantity that may be offered, quality specifications, type of packaging required, and in the case of specified price, the top price AMA will pay.

Under the offer-and-acceptance plan, the AMA's announcement of purchase intentions invites the trade to submit offers on designated products during the purchase period. The sellers reply to the Purchase Branch, AMA, by telegraph or letter with offers that state how much they can sell, the price asked, point of delivery, date of delivery, and other pertinent information. The offers that are accepted become contracts based on the terms set forth in the announcements and offers.

Under the specified price plan, the AMA, in its announcements of purchase intentions, lists the top prices that will be paid for products of specified grades. Sellers make offers at or under these prices. If the seller has the quality and at least the minimum quantity prescribed, and is willing to sell at the announced prices, a contract results.

In some cases, to insure adequate quantities of certain food products for Lend-Lease, the armed forces, and for civilian consumers, the AMA issues reservation requests to the trade. In other cases--as with canned fish--a reservation order is issued by WPB, which may allocate the product to AMA for purchasing Government requirements. In effect, these reservations request the trade to set aside a certain percentage of their production to be purchased by the Government. Reservations have been asked of both pork packers and dried fruit packers in recent months and the WPB has allocated the entire 1942 pack of canned fish to AMA.

Virtually all Lend-Lease products are bought on the basis of AMA specifications. Purchases are made on the basis of U. S. grades in all cases where official standards have been set up. This necessitates Federal or Federal-State inspection of all purchases to see that the products meet the quality standards outlined in the contract. The inspection, under AMA supervision, generally is made before delivery, at the seller's plant or warehouse.

The extensive job of transporting the tremendous quantities of food from the point of purchase to the seaboard is also the responsibility



of the AMA. The AMA takes delivery of the purchase at the specified time and arranges for shipment directly to an ocean loading point or to a strategic warehouse to await shipping facilities. As fast as ships are available, the foods are loaded and started across.

### Buying By Commodity Groups

While the picture is forever changing, and the methods of buying even the same product vary with the situation, a general procedure is followed in buying the various types of commodities. Following is a breakdown by commodity groups of the general procedure in buying for Lend-Lease:

Dairy Products: Most purchases of dairy products are made on the offer-and-acceptance basis. Dairy farmers, as such, are normally not in a position to make offers for Lend-Lease since only manufactured dairy products--American cheese, skim and whole milk powder, and evaporated milk--are shipped. These products can be rushed to the United Nations with minimum loss and in minimum shipping space. There is also the necessity of buying only in large quantities--the minimum quantities acceptable being a carload for evaporated milk, dry skim and dry whole milk, and 35,000 pounds for American cheese.

Cheese also is bought on the Wisconsin Cheese Exchange to keep exchange prices in line with general market prices and to maintain the exchange as a point at which prices may be determined.

Butter is purchased from the Dairy Products Marketing Association at cost plus carrying charges, and also on the offer-and-acceptance basis. The DPMA is a group of cooperatives that buys butter on the market to stabilize prices.

Meat: Fresh and prepared meats are purchased from packers by the offer-and-acceptance method, but in view of the price ceilings, there is usually but a small difference between offers. The packers make offers and if the prices asked are in line with what the AMA is prepared to pay, a contract results.

Fruits and Vegetables: Both offer-and-acceptance and specified price methods are used in buying these commodities. The purchase of fruits and vegetables for Lend-Lease operations is generally confined to commodities that are canned, dried, dehydrated, or otherwise processed so that their perishability is reduced. In the few instances where fresh fruits or vegetables are purchased for Lend-Lease, the commodities are turned over to processors to be prepared for shipping.

In the case of strawberries last spring, processors under contract with the AMA did the actual buying from the farmers, to whom they were required to pay the price stipulated by the AMA. The berries were then packed in barrels and sold by the processors to the AMA.



To obtain an adequate pack of dried fruits in the Pacific Coast States and insure the availability of sufficient supplies for the armed forces, Lend-Lease, and civilian consumers, the AMA announced in June a price support program for growers and stated that packers will be asked to reserve a percentage of their production for Government use.

In purchasing dry edible beans this spring and summer, the AMA purchased directly from growers, cooperatives, or their agents. This special procedure was directed toward assisting farmers who had responded to the expansion program for dry beans called for by the Secretary of Agriculture and who were unable to dispose of their crop to canners as normally because of the shortage of tin for canning beans.

Support has been given growers and packers in nearly all cases. For instance, the Office of Price Administration and AMA jointly have announced a plan for price regulation and price support of certain canned vegetables. By supporting, at guaranteed prices, canned asparagus, lima beans, snap beans, beets, sweet corn, carrots, peas, spinach, pumpkin, squash, tomatoes, and tomato juice, the AMA assures an outlet, through canners, for crops that growers have already contracted to produce.

Special arrangements have to be worked out as conditions change from time to time to assure adequate supplies being available with fair returns to producers under the price ceilings. These are announced in press releases.

#### Information Issued

As quickly as the information can be assembled, the AMA's Marketing Reports Division issues reports of all purchases in order that farmers, trade people, and others can follow current operations and know what commodities are bought. In all, five reports are issued.

(1) Daily--Showing date purchased, commodity, quantity, FLB price, general area in which purchase was made, grade, and packaging. This report is made available to press and trade correspondents in Washington, and wired to about 45 AMA field offices. (Not mimeographed for general distribution.)

(2) Daily IPR Report--More detailed than the other daily report--showing vendor, FOB point, packaging, type, quantity, and price. This report of day-to-day purchases supplements the others. It is mimeographed and released from the Marketing Reports Division. There is necessarily a delay of a few days between the date of acceptance of offers and the date when this report can be released.

(3) Weekly--Showing commodities and quantities purchased during one week. Mimeographed as an AMA report. Distribution limited to special requests.



(4) Monthly--Showing all purchases during a particular month, monthly FOB cost, cumulative quantity and cumulative FOB cost since March 15, 1941--the date the Lend-Lease Act was signed. Issued as a Department of Agriculture press release usually about the middle of each month.

(5) Monthly--Showing Lend-Lease deliveries to representatives of the United Nations, by quantities and commodities. Issued as a Department press release. There is a lag of 30 days in the issuance of this report to comply with censorship regulations.

Further information on AMA's buying procedures may be obtained by getting in touch with the Marketing Reports Division, Agricultural Marketing Administration, Washington, D. C.

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#### FARM GIRLS AND WOMEN WORK AS LABOR SHORTAGE INCREASES

Stories of wives and daughters riding combines and operating other farm machinery are becoming commonplace in labor-scarce rural areas of the South.

One of the best examples of women taking over a part of the farm work comes from T. J. W. Broom, farm agent of Union County, N. C., an area hard hit by the farm labor shortage.

He reported that a farmer came into his office one Monday morning in search of help to harvest his 40 acres of grain, to cultivate his corn and cotton, and to seed his pasture crops. Agent Broom went with him in an attempt to find the needed labor, but the search was fruitless, and the discouraged farmer went back home.

The agent was in the grower's community the following Friday and decided to visit him to see if anything had been worked out. To his surprise, he discovered that all the grain had been harvested from the fields surrounding the homestead, that the cotton and corn crops had been cultivated, and that six acres had been prepared for seeding.

When questioned about this almost minor miracle, the farmer explained: "When I got back from town Monday, I told my wife that if we saved the grain, she would have to ride the combine, and I told my daughter, who enters college this fall, that she would have to take the mules and cultivator and do what she could with the corn and cotton."

Continuing, he said: "We'll finish harvesting the grain this afternoon, the corn and cotton have been cultivated, and everything seems to be in good shape. My wife and daughter have never worked in the fields before, but you know, I believe they enjoy it."

## SUBMARINE ACTIVITY CUTS SUGAR STOCKS TO CRITICAL LOW ON GULF

"Critical shortages" of raw and refined sugar stocks in Louisiana and Texas can refineries prompted the Office of Price Administration July 29 to request refiners in these States to withdraw from the sugar market in Indiana, Illinois, and Ohio.

Present sugar stocks at the Louisiana and Texas refineries approximate 60,000 tons. These refineries at this season usually carry approximately 200,000 tons on hand to meet their market demand, the OPA said.

The OPA said the drastic drop in Gulf refinery stocks was directly attributable to submarine warfare in the Caribbean and diversion of shipping to war purposes, which have curtailed receipts of raw sugar from Cuba and Puerto Rico.

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## TOP PRICES SET ON WASTE KITCHEN FATS

A ceiling price of 4 cents a pound on the waste kitchen fats now being sold by housewives to retail meat dealers in the fat-salvage program was established August 1 by Price Administrator Henderson. At the same time a ceiling of 5 cents a pound was established for the sale of those same fats from meat dealers to renderers.

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## DAIRY MAGAZINE CITES FALLACIES ABOUT MILK

There are many popular fallacies about milk that need to be corrected, Southern Dairy Products Journal says in the July issue. Despite the accumulation of a vast array of facts with regard to milk and milk products, there are still many persons who sincerely believe that milk is intended only for calves and young babies; that milk should not be consumed with fish or other sea food; that thunder will sour milk; that milk is primarily a fattening food irrespective of the other foods consumed; that acid fruits make milk indigestible; and that those individuals who persistently consume milk either have, or will shortly develop, a bovine mind. There are no facts to substantiate these beliefs, the Journal says.

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Buy the best insurance policy of all -- War Stamps and Bonds -- from the best company on earth, the United States.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from:

The Agricultural Marketing Administration:

Apples in the War Food Program (Address)....by Roy F. Hendrickson

Changes in War Food Buying and Marketing (Address). . . By Tom G. Stitts

Tobacco in a Changing World. . . By Chas. E. Gage

How the Agricultural Marketing Administration Purchases Food for War Purposes and for Price Support

Printed Publications Issued by the Agricultural Marketing Administration (Check List)

United States Standards for Potatoes (Effective June 1, 1942)

Tentative U. S. Standards for Grades of Frozen Red Sour Pitted Cherries (Effective July 15, 1942)

Marketing Summaries:

North Carolina Potatoes, 1942

South Carolina Watermelons, 1942

Florida and Georgia Watermelons, 1942

Texas Tomatoes, 1942

Colorado, Wyoming, and Nebraska Potatoes, 1942

Washington Lettuce, Peas, and Cauliflower, 1941

Northwestern Fresh Prunes, 1941

Imperial Valley Carrots, 1942

California Grapes, 1941

Imperial Valley Cantaloups and White Melons, 1942

Imperial Valley Watermelons, 1942

The Bureau of Agricultural Economics:

Income from Hay . . . By C. M. Purves and C. A. Gibbons

The Agricultural Exemptions from Federal Motor Carrier Regulation . . . . By Ezekiel Limmer

Dairy Production and Price, Sales, and Stocks of Specified Dairy Products, 1941, and Production, By States, of All Manufactured Dairy Products, 1940

